

**ABSTRACT OF THE DISCLOSURE**

A system and method for automatically switching a primary image of a display module from a television program to an interactive application upon detecting the beginning of a commercial break and optionally switching the primary image back to the television program upon detecting or determining the end of the commercial break; wherein the user's progress in executing the interactive application is automatically saved upon return to the television program so that the user can progressively execute the interactive application program during consecutive commercial breaks.

1. A system for automatically switching a primary image of a display module from a television program to an interactive application upon detecting the beginning of a commercial break and optionally switching the primary image back to the television program upon detecting or determining the end of the commercial break; wherein the user's progress in executing the interactive application is automatically saved upon return to the television program so that the user can progressively execute the interactive application program during consecutive commercial breaks.